

This Information Disclosure Statement is filed in accordance with 37 CFR §§1.56, 1.97 and 1.98. The items listed on the accompanying Form PTO-1449 may be deemed to be pertinent to the above-identified application and are made of record to assist the Patent and Trademark Office in its examination of this application.

A fee is due under 37 CFR §1.17(p) for this Information Disclosure Statement since it was filed in compliance with 37 CFR §1.97(d) after the mailing date of a final action or Notice of Allowance, but before the payment of the issue fee, and is accompanied by the following statement as required by 37 §1.97(e) (2). No item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the certification after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in § 1.56(c) more than three months prior to the filing of the information disclosure statement.

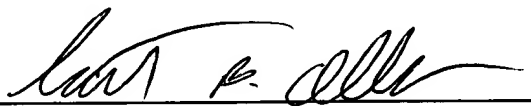
A credit card authorization in the amount of \$180.00 is enclosed as payment of the fee due under 37 CFR 1.17(p).

The Commissioner is hereby authorized to charge any additional fees that may be required for the Information Disclosure Statement, or credit any overpayment to Deposit Account 50-1852.

The Examiner is respectfully requested to fully consider the items listed on the enclosed copy of Form PTO-1449 and to independently ascertain their teaching.

Respectfully submitted,

July 10, 2003
Date



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Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

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of

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Complete if Known

Application Number	09/412,013
Filing Date	October 4, 1999
First Named Inventor	STEINMAN et al.
Group Art Unit	3622
Examiner Name	RAQUEL ALVAREZ
Attorney Docket Number	I02.002

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS

Examiner Initials*	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	A	Article entitled "CBS Sportsline Launches Innovative "Sportsline Rewards" Relationship Program", download from http://about.sportsline.com/releases/rewards.htm on 06/17/2003. 2pgs.	

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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.